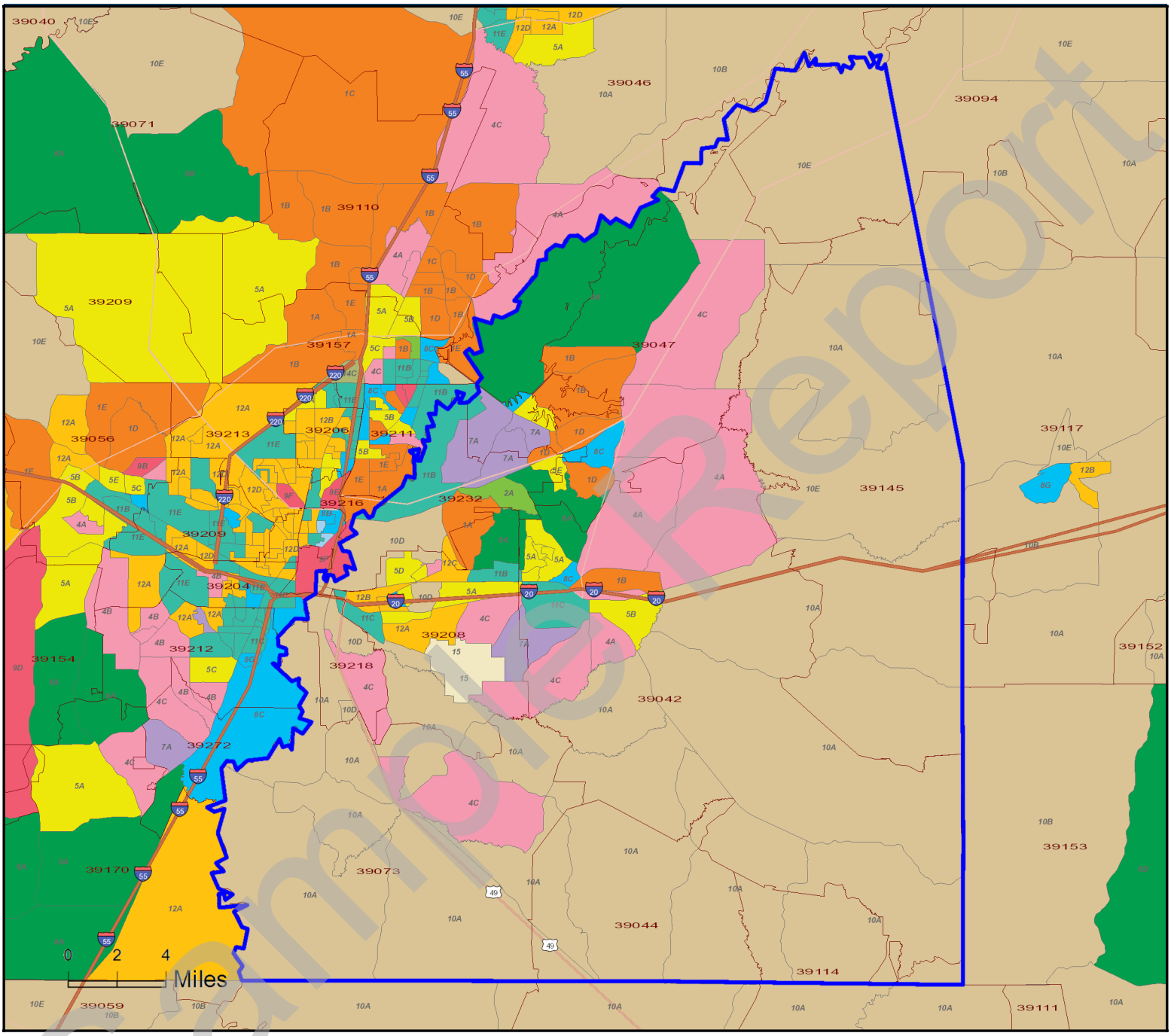
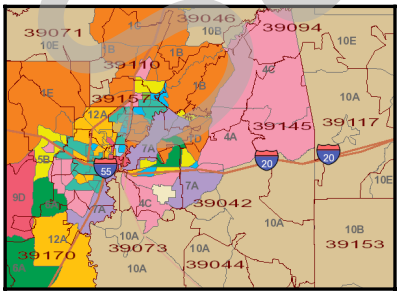
Dominant Tapestry Map

Rankin County, MS (28121)
Geography: County

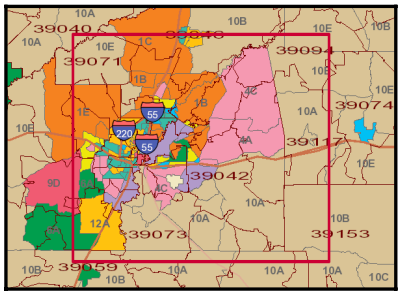
www.yallbusiness.com





Tapestry LifeMode

- L1: Affluent Estates
- L2: Upscale Avenues
- L3: Uptown Individuals
- L4: Family Landscapes
- L5: GenXurban
- L6: Cozy Country
- L7: Ethnic Enclaves
- L8: Middle Ground
- L9: Senior Styles
- L10: Rustic Outposts
- L11: Midtown Singles
- L12: Hometown
- L13: Next Wave
- L14: Scholars and Patriots



Source: Esri

September 23, 2015

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Sample Report

Tapestry Segmentation

Tapestry Segmentation represents the fifth generation of market segmentation systems that began 30 years ago. The 67-segment Tapestry Segmentation system classifies U.S. neighborhoods based on their socioeconomic and demographic composition. Each segment is identified by its two-digit Segment Code. Match the two-digit segment labels on the map to the list below. Click each segment below for a detailed description.

Segment 1A (Top Tier)
Segment 1B (Professional Pride)
Segment 1C (Boomburbs)
Segment 1D (Savvy Suburbanites)
Segment 1E (Exurbanites)
Segment 2A (Urban Chic)
Segment 2B (Pleasantville)
Segment 2C (Pacific Heights)
Segment 2D (Enterprising Professionals)
Segment 3A (Laptops and Lattes)
Segment 3B (Metro Renters)
Segment 3C (Trendsetters)
Segment 4A (Soccer Moms)
Segment 4B (Home Improvement)
Segment 4C (Middleburg)
Segment 5A (Comfortable Empty Nesters)
Segment 5B (In Style)
Segment 5C (Parks and Rec)
Segment 5D (Rustbelt Traditions)
Segment 5E (Midlife Constants)
Segment 6A (Green Acres)
Segment 6B (Salt of the Earth)
Segment 6C (The Great Outdoors)
Segment 6D (Prairie Living)
Segment 6E (Rural Resort Dwellers)
Segment 6F (Heartland Communities)
Segment 7A (Up and Coming Families)
Segment 7B (Urban Villages)
Segment 7C (American Dreamers)
Segment 7D (Barrios Urbanos)
Segment 7E (Valley Growers)
Segment 7F (Southwestern Families)
Segment 8A (City Lights)
Segment 8B (Emerald City)
Segment 8C (Bright Young Professionals)
Segment 8D (Downtown Melting Pot)
Segment 8E (Front Porches)
Segment 8F (Old and Newcomers)
Segment 8G (Hardscrabble Road)
Segment 9A (Silver & Gold)
Segment 9B (Golden Years)
Segment 9C (The Elders)
Segment 9D (Senior Escapes)
Segment 9E (Retirement Communities)
Segment 9F (Social Security Set)
Segment 10A (Southern Satellites)
Segment 10B (Rooted Rural)
Segment 10C (Diners & Miners)
Segment 10D (Down the Road)
Segment 10E (Rural Bypasses)
Segment 11A (City Strivers)
Segment 11B (Young and Restless)
Segment 11C (Metro Fusion)
Segment 11D (Set to Impress)
Segment 11E (City Commons)
Segment 12A (Family Foundations)
Segment 12B (Traditional Living)
Segment 12C (Small Town Simplicity)
Segment 12D (Modest Income Homes)
Segment 13A (International Marketplace)
Segment 13B (Las Casas)
Segment 13C (NeWest Residents)
Segment 13D (Fresh Ambitions)
Segment 13E (High Rise Renters)
Segment 14A (Military Proximity)
Segment 14B (College Towns)
Segment 14C (Dorms to Diplomas)
Segment 15 (Unclassified)

Source: Esri

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